

## Elliptic Labs and Xiaomi Launch the Redmi Note 12 Pro and Note 12 Pro+ Smartphones for the Chinese Market

**Oslo, Norway** — [Elliptic Labs](#) (OSE: [ELABS](#)), a global AI software company and the world leader in AI Virtual Smart Sensors™, has collaborated with Xiaomi for another launch of its AI Virtual Proximity Sensor™ INNER BEAUTY®, this time on the Redmi Note 12 Pro and Note 12 Pro+ smartphones. Xiaomi, the world's third largest smartphone OEM, is releasing the Redmi Note 12 Pro and Note 12 Pro+ for the Chinese market. [Elliptic Labs partner, MediaTek](#), will be providing the [Dimensity 1080](#) chipset to power both the Redmi Note 12 Pro and Note 12 Pro+. [Elliptic Labs announced the contract for this release last year.](#)

"Elliptic Labs continues to drive innovation with the biggest smartphone OEMs in the world, as seen by our software-only AI Virtual Proximity Sensor INNER BEAUTY powering the next versions of Xiaomi's best-selling Redmi Note smartphones," said Laila Danielsen, CEO of Elliptic Labs. "The legacy of pairing our industry-leading AI Virtual Smart Sensors with Xiaomi's most critically and commercially successful smartphone lines endures with the Redmi Note 12 Pro and Note 12 Pro+. Clearly Xiaomi is a close partner in delivering on our mission to make devices smarter, greener, and more human-friendly."

### AI Virtual Proximity Sensor INNER BEAUTY

Elliptic Labs' AI Virtual Proximity Sensor detects when a user holds their phone up to their ear during a call, allowing the smartphone to turn off its display and disable its screen's touch functionality. This keeps the user's ear or cheek from triggering unwanted actions during the call, such as hanging up or dialing numbers. Turning off the screen also helps conserve battery life.

Proximity detection is a core capability that is used in all smartphones, but Elliptic Labs' AI Virtual Proximity Sensor is a unique, software-only solution that delivers robust proximity detection without the need for a dedicated hardware sensor. By replacing hardware sensors with software sensors, the AI Virtual Proximity Sensor reduces device cost and eliminates sourcing risk.

### Contacts

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## **About Elliptic Labs**

Elliptic Labs is a global enterprise targeting the smartphone, laptop, IoT, and automotive markets. Founded in 2006 as a research spin-off from Norway's Oslo University, the company's patented software uses AI, ultrasound, and sensor-fusion to create AI Virtual Smart Sensors that deliver intuitive 3D gesture-, proximity-, presence-, breathing-, and heartbeat -detection experiences. Its scalable AI Virtual Smart Sensor Platform™ creates software-only sensors that are sustainable, human-friendly, and already deployed in hundreds of millions of devices around the world. Elliptic Labs is the only software company that has delivered detection capabilities using AI software, ultrasound, and sensor-fusion deployed at scale. The company is listed on the Oslo Børs.

Elliptic Labs is headquartered in Norway with presence in the USA, China, South -Korea, Taiwan, and Japan. Its technology and IP are developed in Norway and are solely owned by the company.

## **Trademark**

INNER BEAUTY is a registered trademark of Elliptic Labs.

AI Virtual Smart Sensor, AI Virtual Smart Sensor Platform, AI Virtual Proximity Sensor, AI Virtual Presence Sensor, AI Virtual Connection Sensor, AI Virtual Gesture Sensor, AI Virtual Heartbeat Sensor, and AI Virtual Breathing Sensor are trademarks of Elliptic Labs.

All other trademarks or service markets are the responsibility of their respective organizations.

## **Image Attachments**

[IMAGE FINAL IDUN OCTOBER 2022 Redmi Note 12 Launch](#)

## **Attachments**

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